

2016

Table of Contents

Follow this and additional works at: <https://scholarworks.lib.csusb.edu/jitim>



Part of the [Business Intelligence Commons](#), [Communication Technology and New Media Commons](#), [Computer and Systems Architecture Commons](#), [Data Storage Systems Commons](#), [Digital Communications and Networking Commons](#), [E-Commerce Commons](#), [Information Literacy Commons](#), [Management Information Systems Commons](#), [Management Sciences and Quantitative Methods Commons](#), [Operational Research Commons](#), [Science and Technology Studies Commons](#), [Social Media Commons](#), and the [Technology and Innovation Commons](#)

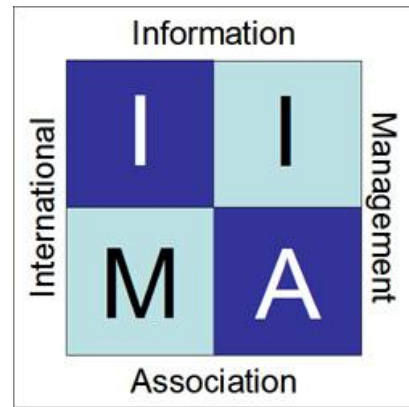
Recommended Citation

(2016) "Table of Contents," *Journal of International Technology and Information Management*. Vol. 25 : Iss. 4 , Article 1.

Available at: <https://scholarworks.lib.csusb.edu/jitim/vol25/iss4/1>

This Table of Contents is brought to you for free and open access by CSUSB ScholarWorks. It has been accepted for inclusion in *Journal of International Technology and Information Management* by an authorized editor of CSUSB ScholarWorks. For more information, please contact scholarworks@csusb.edu.

JOURNAL OF INTERNATIONAL TECHNOLOGY AND INFORMATION MANAGEMENT



Volume 25, Number 4, 2016

- 1** **Keynote Paper: Trends in Commercial-Off-The-Shelf vs. Proprietary Applications**
Vijay K. Agrawal, Vipin K. Agrawal and A. Ross Taylor
- 37** **Conceptual Models on the Effectiveness of E-Marketing Strategies in Engaging Consumers**
Cheristena Bolos, Efosa C. Idemudia, Phoebe Mai, Mahesh Raisinghani and Shelley Smith
- 51** **Online Trust Cues: Perceptions and Application**
Antonia A. Bauman
- 75** **Healthcare System-Use Behavior: A Systematic Review of ITs Determinants**
Jiming Wu
- 85** **Evaluation of Classification and Ensemble Algorithms for Bank Customer Marketing Response Prediction**
Olatunji Apampa
- 101** **The Perceived Business Benefit of Cloud Computing: An Exploratory Study**
Thomas Chen, Ta-Tao Chuang and Kazuo Nakatani